

MEMORANDUM

December 2, 1981

TO: Tom Ferrio

COPY: Chuck Digate
Doug Dobbs
Phil Goodell
Charlie Kee
C.B. Wilson

FROM: Mary Ann Eschrich

SUBJECT: TI-99/4 USER'S REFERENCE MANUAL AND BEGINNER'S BASIC MANUAL SURVEY

In the October and November 1981 TI-99/4 New Owner Survey, a telephone interview survey of new TI-99/4 owners, three questions were added to evaluate consumer attitudes to the existing manuals which are packed with the TI-99/4. It was decided to run this question for two months since a replication would tend to discover any anomalies in the replies.

The following is a brief summary of the results:

USER'S REFERENCE MANUAL (Tables 1 and 2)

- ① Almost every owner had read or used the User's Reference Manual: 95% of the respondents said that they had read the manual.
- ② Although 85% of the new owners felt that the reference manual served their needs effectively, only 35% agreed strongly. A significant 10% did not feel the manual served their needs, although their objections tended to be minor: 8% moderately disagreed, 27% strongly disagreed.
- ③ About one in four users found the manual too elementary: 23% agreed with the statement "this manual is too elementary." Another 22% strongly disagreed with this statement.
- ④ Only 8% found the manual too technical. Of these, only 2% strongly agreed with the statement "this manual is too technical".
- ⑤ When asked to comment on the User's Reference Manual, only 39% expressed satisfaction. Although the dissatisfaction can be divided into problems with the text: 44% had difficulty with the text; the major areas of complaint were that sample problems or examples were needed (18%) and that the text was not explicit (16%).

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BEGINNER'S BASIC MANUAL (Tables 3 and 4)

- ① Beginner's Basic was not as well read as the User's Reference Manual (95%). About 81% had used Beginner's Basic.
- ② A total of 65% of those who said they used Beginner's Basic found that it served their needs effectively. A much stronger minority did not feel that Beginner's Basic served their needs: 26% did not and 10% of those felt strongly that it did not serve their needs.
- ③ There was a tendency to find Beginner's Basic too elementary: 43% of respondents agreed with the statement, while only 49% disagreed.
- ④ A significant minority of 18% thought that the Beginner's Basic could be eliminated. Most owners felt that such a manual would be helpful: 30% felt moderately that the manual should be kept and 46% felt strongly that the manual should be kept.
- ⑤ In comments on the Beginner's Basic, 44% of the owners felt the manual was satisfactory (compared with 39% for the User's Reference Manual). The remainder found Beginner's Basic unsatisfactory in one or another areas. The largest number, 20%, found the manual too easy. Another 24% had problems with the text: 8% said the text was not explicit, 7% needed more sample programs or examples, 6% found the text not helpful.

The four tables summarizing the data in detail are attached.

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TI-99/4 NEW OWNER SURVEY
 1. TI-99/4 USER'S REFERENCE MANUAL
 QUESTIONS ASKED OCTOBER AND NOVEMBER 1981 ONLY

QUESTION A: "When you purchased your TI-99/4, you received the TI-99/4 User's Reference Manual along with the computer console. Have you read or used the User's Reference Manual?"

REPORT PERIOD	OCTOBER	NOVEMBER	2 MO. TOTAL
NO. INTERVIEWS (N)	(100)	(100)	(200)
YES	94%	96%	95%
NO	6 100%	4 100%	5 100%

QUESTION B: "We would like your opinion about the User's Reference Manual."

		NO				
		STRONGLY AGREE	MOD'LY AGREE	OPINION/ NEUTRAL	MOD'LY DISAGREE	STRONGLY DISAGREE
(1)	THIS REFERENCE MANUAL SERVES MY NEEDS EFFECTIVELY.	OCT NOV 2 MO	39% 30 35%	47% 52 50%	6% 5 5%	6% 10 8%
(2)	THIS MANUAL IS TOO ELEMENTARY.	OCT NOV 2 MO	4% 6 5%	19% 18 18%	15% 7 11%	43% 45 44%
(3)	THIS MANUAL IS TOO TECHNICAL.	OCT NOV 2 MO	0% 3 2%	7% 5 6%	9% 4 6%	54% 52 53%

SOURCE: 81-121 99/4 NEW OWNER SURVEY

TI-99/4 NEW OWNER SURVEY

2. USER'S REFERENCE MANUAL ADDITIONAL COMMENTS
OCTOBER AND NOVEMBER 1981 ONLY

QUESTION: "Please let me have any other comments you would like to make concerning the TI-99/4 User's Reference Manual."

NO. INTERVIEWS (N)	OCTOBER (100)	NOVEMBER (100)	2 MO. TOT (200)
COMMENTS	% OF TOTAL COMMENTS		
MANUAL SATISFACTORY	41%	36%	39%
SAMPLE PROBLEMS OR EXAMPLES NEEDED	18	19	18
TEXT NOT EXPLICIT	7	23	16
TEXT NOT HELPFUL	7	7	7
MORE THAN ONE MANUAL DESIRED	5	7	6
PERIPHERAL INFORMATION LACKING	10	1	5
MANUAL TOO EASY	3	4	4
EXAMPLES TOO COMPLICATED	3	1	2
MANUALS COMBINED INTO ONE TEXT	2	1	1
INFORMATION CONTINUITY LACKING	2	1	1
ERRORS FOUND IN MANUAL	2	-	1
	100%	100%	100%

SOURCE: 81-121 99/4 NEW OWNER SURVEY

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TI-99/4 NEW OWNER SURVEY
 3. TI-99/4 USER'S REFERENCE MANUAL
 QUESTIONS ASKED OCTOBER AND NOVEMBER 1981 ONLY

QUESTION A: "When you purchased your TI-99/4, you received "The Beginner's Basic Manual" along with the computer console.

Have you read or used the Beginner's Basic Manual?"

REPORT PERIOD	OCTOBER	NOVEMBER	2 MO. TOTAL
NO. INTERVIEWS	(100)	(100)	(200)
YES	81%	81%	81%
NO	19	19	19
	100%	100%	100%

QUESTION B: "We would like your opinion about the Beginner's Basic Manual."

			NO			
			STRONGLY AGREE	MOD'L Y AGREE	OPINION / NEUTRAL	MOD'L Y DISAGREE
(1) THE BEGINNER'S BASIC MANUAL SERVES MY NEEDS EFFECTIVELY.	OCT	17%	43%	12%	17%	11%
	NOV	21	48	6	15	10
	2 MO	19%	46%	9%	16%	10%
(2) THE BEGINNER'S BASIC MANUAL IS TOO ELEMENTARY.	OCT	17%	33%	12%	26%	12%
	NOV	15	21	4	44	16
	2 MO	16%	27%	8%	35%	14%
(3) THE BEGINNER'S BASIC MANUAL COULD BE ELIMINATED.	OCT	11%	14%	6%	29%	40%
	NOV	2	9	6	32	51
	2 MO	7%	11%	6%	30%	46%

SOURCE: 81-121 99/4 NEW OWNER SURVEY

TI-99/4 NEW OWNER SURVEY
 4. BEGINNER'S BASIC MANUAL
 ADDITIONAL COMMENTS
 OCTOBER AND NOVEMBER 1981 ONLY

QUESTION: "Please let me have any other comments you would like to make concerning the Beginner's Basic Manual:"

REPORT PERIOD	OCTOBER	NOVEMBER	2 MO. TOTAL
INTERVIEWS (N)	(100)	(100)	(200)
<u>COMMENTS</u> % OF TOTAL COMMENTS			
MANUAL SATISFACTORY	42%	45%	44%
MANUAL TOO EASY	23	17	20
TEXT NOT EXPLICIT	4	12	8
MORE THAN ONE MANUAL DESIRED	10	7	8
SAMPLE PROGRAMS OR EXAMPLES NEEDED	10	5	7
TEXT NOT HELPFUL	5	7	6
INFORMATION CONTINUITY LACKING	2	3	3
MANUALS COMBINED INTO ONE TEXT	2	2	2
ERRORS FOUND IN MANUAL	-	2	1
MORE PROGRAMS IN MANUAL	2	-	1
	100%	100%	100%

SOURCE: 81-121 99/4 NEW OWNER SURVEY

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